

PLAIN TALKS

JUNE

1930

WOMEN'S
NUMBER



PLAIN
TALKS

women succeed in business

By President Tom P. Walker



The past quarter of a century has been an era of phenomena. It is a golden age in which we have the privilege of living—an age of automobiles, of radios, of airplanes, of electricity. Our nation is enjoying an industrial prosperity which has never existed in any other land at any other time. Many changes have come into our industrial life, due to the use of electric machinery, and the standards of living have been raised. Working conditions are better than ever before; drudgery has been taken out of work and wages are better, for one man can, with the aid of electricity, do the work of ten under the old conditions.

In this age of outstanding accomplishments, perhaps the most remarkable development of all has been the industrialization of women. We can but marvel when we think of the wonderful change that has taken place in the attitude toward women in industry. It was somewhere around twenty-five years ago when women began entering the business world. They were regarded as more or less necessary evils, and they had to have the rare courage to face the ridicule and discouragement of their friends, the objections of parents, and the almost utter futility of competing with men in business. During the war, however, they were forced into numerous positions, and they then proved so well their ability and capacity for responsibility that the world was forced to recognize their importance and to accept them as valuable servants.

Today there are thousands of women in the business world. They are a necessary part of the rank and file. They are found in every office in hundreds of different kinds of positions. We find that they are given every consideration when opportunities for advancement arise, and numbers of women are occupying executive positions. True, there are comparatively few women executives at present, but the trail has been blazed,

and the only limitation to their progress in the future is their ability. Actually, I know some girls who write their bosses' speeches and news articles.

In no field today do women have greater opportunity than in the public utility industry. The utilities have a commodity to sell—electric service, and the majority of their customers are women in the capacity of housewives. Naturally, women employees can be of great service to their companies in this contact with other members of their sex. Their distinguishing characteristics—sympathy, patience, tact, intuition, willingness—are all brought into play in meeting the public, and are of inestimable value to their employees.

In some positions possibly women have the advantage over men employees, such as those jobs in which they are called upon to meet the public. One of the advantages woman has over man in meeting the public is her talent for talking. We all know that there is no one who can talk to a woman like a woman, and no one can talk to a man like a woman. It is a woman who knows how to draw tactfully from a person his troubles or what he wants to know, and it is she who knows instinctively how to assure him of the Company's desire to cooperate with him and give him the service desired—she who knows how to calm and soothe an irritated person who is on the verge of losing his temper.

Comparing women with men brings to my mind the story of Johnny. Johnny usually had the pleasure of reporting to his father every month that his grades were the highest in his class. One day somewhat downcast he had to admit that a little girl had surpassed him. His father said, "Why Johnny, when I was a little boy, I would have been terribly ashamed to let a mere girl beat me." Johnny replied, "Yes, Father, but girls aren't so 'mere' nowadays as they were in your day."

Which about sums the situation up.

moves of the month



C. A. Brann

C. A. Brann, for more than two years superintendent of the Navasota Division, was transferred to the managership of the Electric Light and Power Company of Abington and Rockland in Massachusetts this month, the news being released at a big banquet in Navasota May 8. He went to his new job May 15 leaving a host of friends, both in the company and out of it. He has been connected with the company since September 1926 when he came here from El Paso Electric Company as superintendent of Railways of Eastern Texas Electric Company. Prior to that he had been superintendent of the Galveston-Houston Interurban and traffic superintendent of the Houston Electric Company.

Mr. Brann is succeeded by C. V. Merriam, who has been Superintendent of Transmission and Distribution of the Navasota Division for the past year. He is well known and universally liked throughout the company having been superintendent of distribution in Beaumont, Superintendent of the Huntsville office, and superintendent of the highline

C. V. Merriam

of the Navasota Division before going into the office of superintendent of Transmission and Distribution of the Navasota Division.

The new Superintendent of Transmission and Distribution of the division is F. W. Merrill, who has been Vice President Terrell's assistant for two years.

The hearty congratulations and best wishes of the entire company go with them all to their new work.



Personals

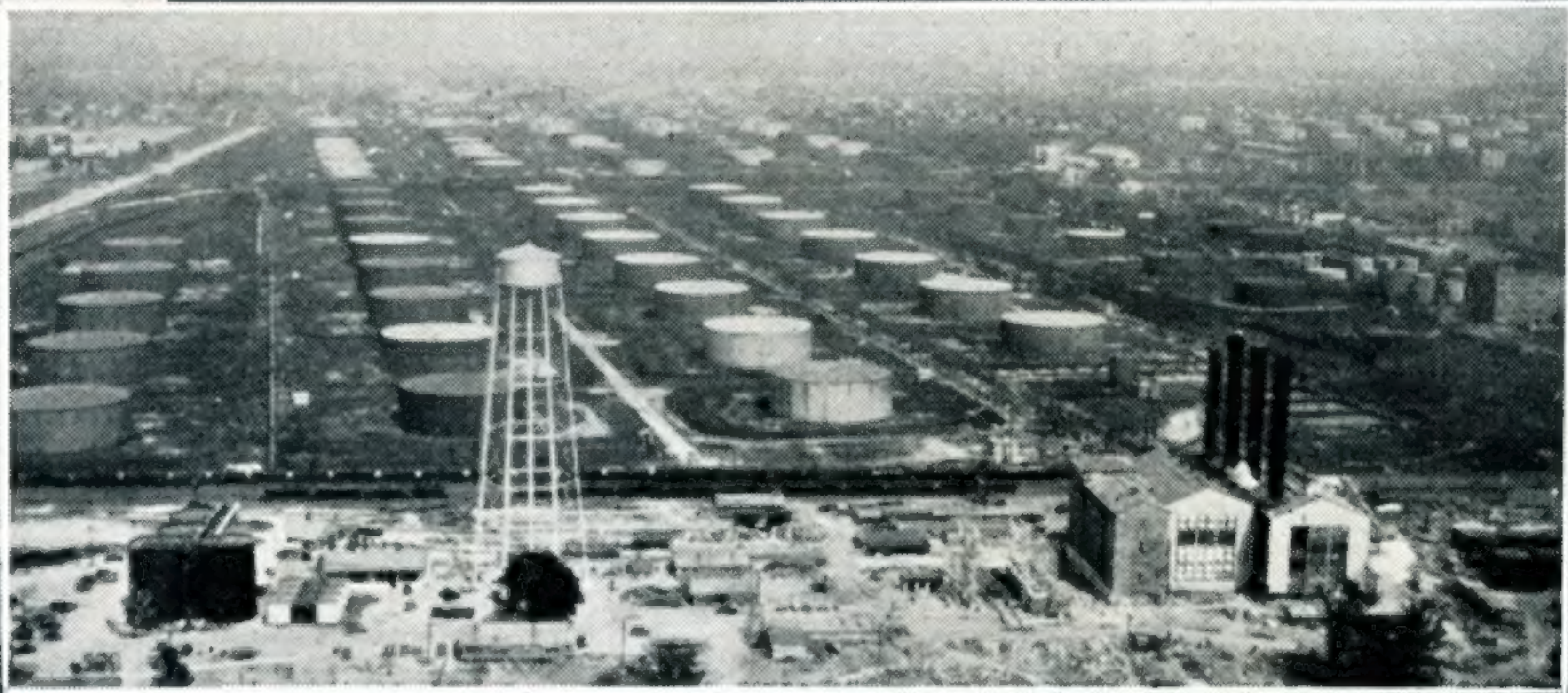
Mr. and Mrs. L. J. "Jack" Himel announce the arrival of Eileen Loretta, who ascended to the throne as Head of the House of Himel on April 30. Mr. Himel claims that she looks like him, but several people have been kind enough to say that she probably will out grow it.

J. R. Peckham will assume the duties of Relief Cashier shortly after the first of May.

unique steam plant



Mississippi Crossing Tower



Steam Plant looking toward Refinery

This big plant manufactures steam for the Standard Oil Company, whose refinery is shown in the background, and generates electricity as a by-product. The 300 foot crossing towers, which lift the cables over the Mississippi river, are shown to the right. Over them power is delivered to Gulf States Utilities Company.

By Alice McMaster

Next year Gulf States Utilities Company will buy 120 million kilowatts of electricity from Louisiana Steam Products, Inc., the new Stone and Webster plant at Baton Rouge.

The new 45,000 Kw. power station started actual operation on May 1 to sell the Standard Oil Company of Louisiana the bulk of their steam demand and all of their electricity. The excess kilowatt-hours which are being generated, above those required for the use of the Standard Oil Company, are being sold to the Baton Rouge Electric Company for their territory and for re-sale to the Gulf States Utilities Company.

This station is a unique one, for this particular part of the country at least, for the reason that it is generating elec-

tricity as a by-product for re-sale to a public utility company and at the same time accomplishing its main purpose of supplying the refinery with approximately 800,000 pounds of steam per hour at 140 pounds pressure. We know of but one similar plant. The Vacuum Oil Company of Paulsboro, New Jersey, operate a plant of their own at 400 pounds initial pressure, generating electricity for their own purposes and supplying steam in the same manner for process work as will be done at Baton Rouge.

COMPARED WITH NECHES

The boiler plant, with its four 1530 horsepower boilers, is as large as that of our Neches plant. It will run at full capacity and will generate about twice as much steam, however.

The two 15,000 kilowatt non-condens-
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playing the game - - - -



By Jane Adams
State Chairman

It is a great honor to have as a member of our local committee Mrs. Jane Adams, State Chairman of the Women's Public Information Committee of Texas.

Mrs. Adams was appointed by the division Chairman in 1928 to serve two years in this capacity. Texas is the largest state in this division, consisting of approximately 875 members in 27 committees, the next largest being Oklahoma with 320 members.

Of the many accomplishments during Mrs. Adams' administration, we are proud to have won third place in the Division Efficiency Contest concluded in February of this year.

Some eight or ten years ago, it occurred to the electric utilities that in spite of the great contributions the light and power industry has made toward the advancement of civilization, it was too little understood or appreciated by the public. Perhaps one of the causes of this condition was the fact that too many of the industry's own employees did not have an adequate understanding of the part that electric utilities are playing in this great advancement. Certainly it would be asking too much to expect those outside of our industry to understand it, when our own people fail to know its significance.

Utility employees, whether they realize it or not have either a positive or negative influence on the people they meet. Well informed and loyal representatives arouse among those they meet a definite respect for their industry. Poorly informed and unenthusiastic employees breed distrust among those customers with whom they associate.

At this time it was decided that public enlightenment must begin with utility employees, both men and women. As a result, the Women's Committee was organized, as a branch of the National Electric Light Association. The purpose of the Committee was to inform ourselves concerning the electrical industry, and to share

April Gold Stars

Our Gold Star list continues to grow.

In Beaumont C. A. McBride drove his big bus past the seven year mark and took his rank with the highest in the company. Leo Tucker also had another star added to his string of five during the month and he now has six of them that stretch almost halfway round his cap. R. Stout and J. A. Eakes got new stars too, it being the first for Eakes and the second for Stout.

P. Abshire completed his record for his second star during the month in Port Arthur.

Bad weather prevented our getting pictures, and we will run them next month with the June Gold Star list.

this information with the public, thus promoting public relations activities.

At the time of organization, the executives of the industry were somewhat skeptical as to the future of the Committee. After eight years, however, of active functioning, they now declare themselves thoroughly convinced of the intrinsic value of the Women's Committee, and are most enthusiastic about it.

Our local Committee was organized on December 4, 1923, with fifteen girls present. When you compare that figure with our present membership of some sixty women, you may see at a glance the growth of our Company.

Our Women's Committee has grown to be a part of the Company, and we members have the opportunity to make it tremendously useful and effective.

The best way to guide our Committee work along the correct lines is to bear in mind always the fact

Engineers Lead Off

The Beaumont Engineering Department set something of a record in the sale of Gulf States Utilities Company \$6 Dividend Cumulative Preferred Stock during the recent drive. The two highest marks of the sale were made by E. B. Allred and Jess Chandler who took off the two prizes in Beaumont. Allred made 54 sales and Chandler 42. Third place in Beaumont went to E. L. Robinson of the Commercial department who made 40 sales.

In Port Arthur, Hallie Earthman of the Ice department was leading man with 34 sales, while T. E. Jones of the railway department took second place with 20 and J. B. Bishop of the commercial department was third with 8.

Joyce Cowser of Cleveland set the pace in the Navasota division with 15 sales, followed by J. B. Crouch of Calvert with 4 and C. T. Campbell of Hempstead with 3.

In the eastern division R. D. Murph of Jasper rang up 25 sales to take a good lead over Elizabeth Dees of Orange who made 20 and Mrs. Tennie DeVore of Liberty who had 14.

Pictures of the first place winners will be run in the next issue.

Approximately 2000 shares of stock were sold during the drive, 409 of them being to employees.

that our purpose is self-education so that we may represent our Company with constantly increasing effectiveness. In any organization which has a definite and serious reason for being, the members must watch their step lest the original idea or conception be lost sight of, and new aims and objects substituted. So in order to accomplish the most good and to be of more value to our Company, let us keep before us the idea that our original purpose is that of service to the Company through self-education.

radio songsters



"Our next number will be rendered by the Girl's Quartet of the Gulf States Utilities Company" the announcer of Station KFDM said. He was referring to these very girls who have taken to the air recently via the microphone.

On the left is Loraine Flynn of the accounting department, Pearl Gholson, of the stenographic department, Frances Emmer, of the Commercial department and Mary Lilyerstrom, head of the Stenographic department.

Scandal

Dear Delilia:

Did you know that Jimmie Lemonham came home from a party with a handful of squirrels not long ago and that they turned on him, as even the best of squirrels sometimes do, and would have eaten him, except for Jimmie's great brawn, which, luckily, saved him?

Did you know that on the stubs of some of Mr. Murray's checks, he writes: "Experience." What do you suppose he means by that?

Did you know that Mr. DeBouy is, at present, unoccupied—by that I mean, he is a widower—alone—a bachelor—unat-

tached—available—accessible—or what have you. In other words, his wife's away and he's not bashful. (Note: This is not a paid advertisement).

Did you know that Mr. Terrell played ring around the rosie with some forty company damsels at a recent outing at Port Neches? And meanwhile that he craftily sent Dewey Duhon, C. A. McBride and Andy Poulson, the only other males present, to hunt for four-leaf clovers? (Furthermore, I have heard it rumored that Mr. Terrell laid his plans for single triumph adroitly, having dropped tacks behind his powerful motor car, to circumvent the arrival of any more company men.) But—RIGHT will pre-

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Miss Mary's crew



Yep, it's Miss Mary's crowd, all right, and caught in the act of getting out a day's work. Left to right they are Mrs. Nell Brewer, Miss Mary Lilyerstrom, head of the stenographic department, Mrs. Gladys Terry, Vestal Morrogh, Mrs.

Bess Stout, Mrs. Cordelia Marchbanks, Alice Lyons, Florene Farris, Mrs. Marie Stagg, Andy Poulson, Bob Vernon, Mrs. Opal Mauldin, Mrs. Imogene Davis, Mrs. Marie Cato and Eloise Guidry.

Pencil Pushers

Sam Serio, who entered the services of the Eastern Texas Electric Company about ten years ago, left May 1, to join the Louisiana Division as Head of their Billing Department, with headquarters in Lake Charles, Louisiana.

Sam entered the service of the Company June 20, 1920, as a Meter Reader, but after being bitten by a dog decid-

ed, since the dogs would not be friendly, to resign. Within a month or two after

resignation, he reentered the employ of the Company, and since then his progress has been upward, and he has been employed on many of the positions in the Accounting Department; namely, Ticket Agent, Cashier, Analysis Clerk, Ledger Clerk, Utility Clerk, Chief Clerk, and as an Assistant in the Statistical Department. Sam's past experience qualifies him for his new duties and the Louisiana Organization profits by the addition of Mr. Serio to their personnel.

Arthur C. Rosser has been transferred from the Accounting to the Statistical Department and succeeds Sam Serio. After completing his schooling at the Texas Christian University at Fort Worth, he entered our employ as a Cashier, and later, as opportunities arose, was promoted to more important positions in the Accounting Department. Mr. Rosser has established a reputation of performing each duty in a highly creditable manner, and has demonstrated an understanding of statistical work.



Modern Kitchens



By Theresa Kaper

The above pictures are typical of the many modern, electrically equipped kitchens in which we have had the pleasure of installing the electrical equipment. In both pictures the lovely combination of General Electric Refrigerator and Westinghouse Grey Console range is visible.

Mrs. J. H. Houston's home is in Hollywood Addition, Nederland. She has learned the value of fumeless fuel by using electric cookery exclusively. The range in this picture has been in use two and one half years.

Mrs. R. C. McFarlane's home is in Port Neches. From the look of contentment on her face we judge that she is quite pleased with the new electric equipment she has just purchased. Who would not be pleased with such a beautiful kitchen as the one pictured above?

Gone is the day when the kitchen was a place of drudgery.

During the month of April the Nederland-Port Neches district was so successful in the sale of Westinghouse ranges that we felt it would be wise to conduct a course of instruction on the use and care of the electric range. On May 6, 7, and 8 these classes were conducted at our Nederland office. Instead of calling it a cooking school we announced that we would have a party on each of these three days. We were well pleased with the attendance.



Mrs. Dixon: "Oh, how relieved I am to see you!"

W. S. Dixon: "How's that?"

Mrs. Dixon: "I was told some fool man down the street had been run over by an auto, and I was afraid it was you."

Port Arthur power



Members of the Port Arthur Women's Committee who are doing a fine public relations job. Front row: Curtis Cochran, Bessie Allen, Bernice Trahan, Thelma Caughlin, Mrs. Mamie Voyles, chairman of the Port Arthur Women's Committee, Mrs. Frances Trotti, Theresa Kaper, Mrs. E. K. Jones and Mrs. Myrtle Johnson. Back row: Maude Hilderbrandt, Mrs. Virginia McInnis, Hyacinth Eden, Dorothy Stevenson and Mildred Smith.

Conroe

Each Monday afternoon, we have our "Sale-A-Day" Club meeting with a great deal of interest shown. Some electrical appliance is discussed at each one of these meetings.

Last month our sales were closed on the 22nd due to Mr. Fontana's taking merchandise inventory, but we were able to make our bogey of \$1485.00. Our bogey this month is \$1823.00, and we have at the present time made about \$1700.00 of it.

We have sold five ranges in the town of Conroe this month up to date.

Mr. Hereford has a good many civic duties around town. He was recently elected president of the Optimist Club, treasurer of the San Jacinto Country Club, member of the school board, and director of the Fair Association. Monday and Tuesday of this week, he is in Port Arthur attending a Chamber of Commerce meeting.

Clint Wakefield is a member of the Conroe base ball club and has been helping Conroe to win a great many games this season. He is also a member of the Board of Governors of the Optimist Club.

W. C. Sadler, I. F. Daniel, S. R. Hereford, G. B. Boswell, and R. C. Wakefield attended the "go-away" party of Mr. Brann in Navasota Thursday night, May 8th.

Mr. Daniel sold four General Electric Refrigerators in Cleveland in the month of April and one range.

C. M. Fleming and his able assistants have done a good job in filling the big storage with good ice, and their sales for the month of April had approximately an 18 ton increase over the sales in April, 1929.



First Doc: In all my experience I've never seen so many bullet scars on one man.

Second Doc: War veteran or husband?



PAW PERKINS SEZ--

"wal, stranger"

Wal, wal! Maw and I been a'wonderin' whar ye been the last week or two and I told Maw I reckoned you wuz dodgin' tornadoes. Pears like a feller ain't safe nowheres no more. I ain't a'goin' ridin' in flyin' contraptions either on the ground or up in the air but if a good strong wind came a bustin' round, I reckon that ain't none of my business as fur as preventin' it's concerned.

Wal, stranger, make yerself comfortable on thet thar cheer and don't be afeerd of scratchin' the table with yer shoes. Maw's done give up shinin' this here table. Yep, the wimminfolks traipse round so much now they cain't find time to bother bout sech things anymore. Bunch of 'em went up to Port Neches Park last month in a bus Buddy Ward lent 'em and had a big shin-dig up thar with the wimmin from Beaumont office. I heerd they roasted weiners and bacon too. Them thar wimmin sure do enjoy themselves when they all have a big git-together. I sorta kidded Maw about it but she come right back at me. Doggone! I can't figger out whar she gits her information but she sure didn't waste time tellin' me bout the "sessions" we menfolks been attendin' long bout Monday or Tuesday night each week. Naw—not the Public Speaking meetings.

Marryin' Talk

Say, young feller, be ye married? Never heerd so much talkin' bout marryin' and sech things as there is lately round this here company. Cain't step into any office without runnin' smack into sech conversation. Wuz down to the Engineerin' Department yestiday and wuz told that Holik is now a married man. He's been denying he wuz hitched up fer quite a spell and I reckon we wouldn't a'known better if a lady hadn't

called the office tother day and asked fer "Mr. Holink" and when we told her he wuzn't in, she left word fer him to call his "wife."



Say, ain't this weather been purty lately? Some folks it affects one way and some another. It warn't so good fer Amy Decuir. She's been purty sick—and I ain't right sure how it effects Miz Jones. She's got an alarm clock sittin' right in front of her on her desk 'n while I dassent accuse Miz Jones of takin' advantage of this nice, sleepy weather—I am right curious bout thet thar clock. Yes—and there's some more thet hev got the fishin' fever—wust cases I ever seen. A parcel of 'em went out last weekend up the country a-ways to do some fishin' etc., some of 'em to fish and some of 'em to count the fish. I'm goin' to recommend thet the company offer some arithmetic courses to them thar countin' fellers. Lee Hyatt vows thar wuz a heap of fish caught and Pop Jordan and Eddie Granau sez he don't know what he's talkin' bout—thet thar wuz only a few caught. Maybe I kin go along next time and sorta act as umpire.

Say, if you're goin' by Beaumont in the next day or two you might stop by the Purchasing Department and tell Jack Orrick not to be surprised if he gits a Purchase Requisition from Port Arthur askin' fer a Cat Remover. Accordin' to Y. L. Hughes of the Engineerin' Depart-

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"Paw Perkins" in Person



Dorothy Stevenson
Port Arthur

Wal, folks! Here I be! Gol-darn-it! Thet Eliza Bryan gal ain't never goin' to git me to pose for one of them thar contraptions agin.

Tain't much to brag about but Maw sez I gotta tell bout the "high spots" in my life. Reckon thar ain't much to tell. I wuz born in this here very town—les see, now,—that wuz nigh on to twenty years ago. Like all other little tads, I went through grade school and high school 'n finished back in January of 1925. Then I took a post-graduate course and a business course in Port Arthur Business College 'n managed to git a certificate from thet thar college. Long bout Sept. of 1926, Maw and Paw sent me up to Texas University whar I stayed fer four years, gittin' out with a B. A. degree in 1929. And to all them thar A. & M. fellers—I want to say right now, T. U. is a durn good school! Reckon I wouldn't accepted the Presidency of the Texas University Ex-students Association if I hadn't thought so! Wal, anyways, long bout July of 1929 Mr. George B. Morgan signed me up with this here company as his Private Secretary and shipped me off to Beaumont fer a little sense and experience. After everybody up thar got tired of seeing me, I came on down to Port Arthur—and here I be.

Yes or No- a la Sherman

1. Linoleum is a lubricant.
No, it is an adverb.
2. There are twelve wheels on a pullman car.
No, there are twelve passengers on the car.
3. Prohibition is the eighteenth amendment.
No, it is a joke.
4. Graham McNamee is a radio announcer.
No, it is the name of a baby cracker.
5. Oklahoma is the second largest state in the U. S.
No, state of Coma is the second largest state.
6. Alaska is an independent country.
I don't know, I'll ask 'er.
7. A turtle is faster than a rabbit.
Why bring that up.
8. Will Rogers is president of Mexico.
No, he chews Beech-Nut gum.
9. Chicago is in the state of Oregon.
No, it is in the state of turmoil.
10. The Grand Canyon was caused by little drops of rain.
No, a Scotchman dropped a nickle in a gopher hole.
11. A Logarithm is a game.
No, it is a disease.
12. Balboa discovered the Pacific Ocean.
No, it was there all of the time.

handle big job

By Mrs. Jack Voyles
Chairman Women's Committee
Port Arthur

Women used to be looked upon as necessary evils in the business world. They were regarded more or less as "white elephants"—good to look at, but terrible things to possess. They were given, habitually, the lesser tasks and were seldom trusted with responsibility. It was not until the world war that a distinct and serious consideration was given to them and with it conviction that they had come to stay.

There is a tendency to increase the number of women employees in practically all branches or departments of public utilities where contact with the public is concerned. Every alert utility manager realizes the great importance and necessity of having these outposts well and ably fortified, and it argues well for the woman employee that she predominates in these positions.

According to the best male authorities, woman was designed by nature to be a better and more convincing talker than a man and to these qualifications she partially owes her recognition among industrial heads. A woman is more astute in anticipating the moods and shortcomings of the public; she seems to understand the finer sensibilities of the customer and is quicker to analyze those little characteristics that men fail to discover. Gulf States Utilities Company employs about one hundred women in various departments which form points of contact between the public and the company.

The First Step

The first step a customer takes in acquiring electrical service is the signing of a contract in a department composed entirely of women. They contract for the lights and power for approximately one hundred and twenty five thousand people living within reach of our lines.

One of the most strenuous and important positions held by a woman is in the Service Department. During severe

electrical storms this young lady receives all "trouble calls" and routes the men to the necessary locations.

Satisfactory handling of complaints is a great asset to a public utility. An ill-natured, indifferent employee can make more trouble in one day than the general manager or any other official can patch up in a month. Therefore, great thought and careful consideration are given the personnel of the Adjustment Department. When a customer approaches the adjustment desk to register a complaint, he is greeted by a smiling young lady who listens to his story in a sympathetic manner and makes him feel that she will take a personal interest in locating the source of trouble.

Telephone Girls

Other important cogs in our industry are the telephone operators. Few realize the responsibility connected with their duties. They must have understanding of human nature and must be able to sift out the calls, seeing that they reach the right parties without delay. The "voice" of the business should at all times carry a smile.

We must not forget the women who are more or less in obscurity during working hours, in the Accounting Department, or serving in secretarial positions. Each has certain social spheres where knowledge of the different phases of the company's business can be disseminated and in the long run, they are the best mediums of advertising.

The success of our Women's Committee training is noticeable in the increased public goodwill and the spirit of harmony existing among the employees. Each one has grown to feel that she is a vital part of our great organization and is striving for increased knowledge.

PURCHASING



I am going to tell you some of the things "I" have to put up with. I guess you think you have a hard time? Well, I'm only noticed when someone doesn't get what he wants and get it in a hurry, too! I am grabbed and pushed and slammed around; abused and banged about. Here is a sample of my days:

About 7:45 someone calls and rings and rings and rings! Probably there are several calls before work time. At eight sharp the other laborers dash in like someone is chasing them. Before they can get the desk unlocked, the phone rings, and by the time it rings about twice, the wraps have been flung on the costumer, and somebody wants to know where the devil that stuff is that we want taken to Navasota, or Kalamazoo, or somewhere. There is a slight discussion and the receiver is slammed on the hook, only to be taken off again to call the S. & L. H. Railway and find out if a shipment is leaving Youngstown, Pa., on January 1st, might be expected to reach Beaumont in time for the Company picnic in August. After obtaining the desired information, the receiver is again jammed on the hook.

There is a brief pause while the score of yesterday's ball game is discussed, or the hot shots some golf "would be player" made yesterday afternoon while the boss thought he was at work.

Another ring—switchboard girl says Mr. Popocatapiller from Waxahachie wants to come up and impress all of us with a new brand of paper towels that will wipe away all of our troubles. While he is enroute, via the winding stairs to

the top story, the telephone peals out like a bolt of thunder and Dallas is calling to say the line material ordered day before yesterday, and on which shipment was promised yesterday, will not be shipped until day after tomorrow, which, we inform them, is just two days after our crew went out to "hang"—or is it "lay"—the line. This little scrap of current news doesn't cheer anyone. Then while our friend of the paper towels, or tires and tubes, or what have you, sits impatiently awaiting a chance to thrust a word into the foreground of conversation, the old phone is maliciously jerked from the hook again and the boss of the job awaiting material is called and after talking to three men, we are informed that the said boss will be called to the phone, as this great problem can be solved by no one else. Conversation, discussion, persuasion, intercession. Whee! it's over and—the phone rings.

Somebody wants her light bill reduced. We'll have the call transferred—wrong department—just a moment please. Then—wish they'd stay off our line and get their reducers in the Commercial Department!

PBX girl announces Mr. Chain and Mr. Conduit from the Galvanized Hardware Company. We try to pause between interruptions to find out what our present callers are selling, but again comes a ring. Please trace for material on order 79489, and please give them a list of all material, showing prices and discounts, purchased from five largest Electric Companies in 1927. A moment in which to get started, and caller rises,

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royal flush



This "Royal Flush" represents the feminine personnel of the Billing Department. These girls do all billing for the Beaumont office and get up the figures for the revenue earned by the company each month. Their work covers Beaumont, Port Arthur, Orange and fifty-odd smaller towns. This means that at least two thousand bills must be billed and checked each day before the regular month's work can be covered.

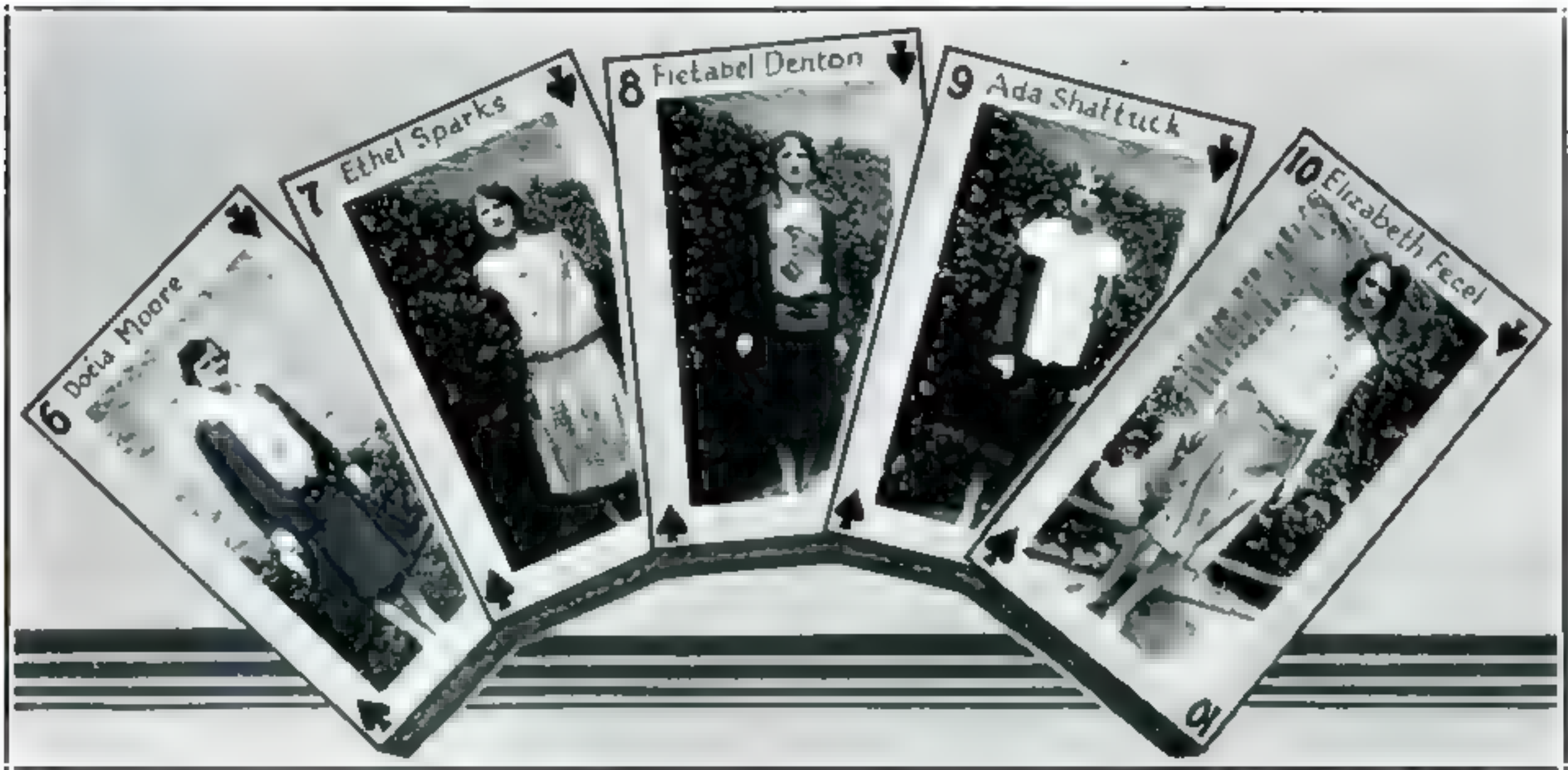


The "Joker" is Miss Agnes Fite—like all other "jokers" she is versatile and can be used for any position. She is the Utility Clerk of the department and aids with both the billing and checking of the work, besides billing the power customers. All power billing is done by hand as the billing machines will not carry this work.

The "Ace" represents Mrs. Ethel Douglas, the married lady of the department. Perhaps, however, she will not be able to retain this honor for any length of time as her co-worker is the Queen of Hearts, Miss Mary Carter. Every one knows what to expect of the lady of Hearts, so draw your own conclusion. They do the billing, and find it quite a month's task.

The "King" of this Flush is Miss Thelma South—having been with the company only about two years when it became necessary to have more help, so we sent for our "Jack", Miss Clover South. These sisters are the Comptometer Operators and check all work done by the bill clerks, correcting all errors and getting ready the figures to be used for the company's monthly revenue.

a good hand



And here's a hand that's seldom beaten. In fact it's a safe bet that many a man would like to have these cards in his hands.

Fletabel sits behind the complaint desk and hears about every sort of bad news that ever happened. Between the unhappy patron who is just sure "there must be a mistake somewhere" and the D. R's, who are always plaguing the billing department clerks, she has a job that needs a cool head and plenty of patience.

Docia handles the merchandise accounts and sees to it that credits and delinquents are closely checked. Woe to the D. R. who fails to get a credit card okehed on merchandise sales.

Elizabeth has another hard job. She must explain to the satisfaction of cut-off customers just why they are being cut off. That is no easy thing to do when the erstwhile patron becomes angry and it takes a lot of tact and firmness to handle the phone calls that follow the cut-off man.

Ethel and Ada spend their days in balancing and their nights in dreaming of figures. Their work is identical—and their woes. They have to balance the receipts of the cashiers with the bills of the D. R's.

And so it goes. A great straight flush which is good enough to win over complaints, mistakes and other nuisances every day in the week.



Sheik—"Have you heard the English Pants Song?"

Sheba—"No, what is it?"

Sheik—"London breeches falling down."



SPORTS

A collage of 12 black and white illustrations depicting various sports and leisure activities. The scenes include: 1. A man in a suit sitting at a desk with a typewriter. 2. A group of people in formal attire standing together. 3. A man in a suit running. 4. A man in a suit sitting at a desk with a typewriter. 5. A man in a suit sitting at a desk with a typewriter. 6. A man in a suit sitting at a desk with a typewriter. 7. A man in a suit sitting at a desk with a typewriter. 8. A man in a suit sitting at a desk with a typewriter. 9. A man in a suit sitting at a desk with a typewriter. 10. A man in a suit sitting at a desk with a typewriter. 11. A man in a suit sitting at a desk with a typewriter. 12. A man in a suit sitting at a desk with a typewriter.

"Comical" Department

The Commercial Department is a
great big place,
Has the cutest girls—full of grace;
They do their work, never rest
In fact, we think they're among
the best!

Now there's Dorothy Futch with
her great big smile,
To do business with her, any cus-
tomer 'd walk a mile!
Efficient, yea, and loves to chat,
But don't make the mistake of
mentioning "fat".

Elizabeth Goleman, she's brand
new,
But she's already proven what she
can do.
She's a good saleslady, don't think
she's not,
But someone better sell her a house
and lot!

And Frances Emmer, boy, she's
swell,
She does Mac's work and does it
well;
From her size you'd think that's
all she could do
But she's one of them song-bird
girlyies too.

Gladys Westbrook is another new-
comer,
She's everything to Parker except
his plumber;
We like her style, she's made a hit,
In fact I believe maybe she's got
—It!

Baby Seale's always full of pep
And does she make that typewriter
step!
Henry, Ken and Wat say she's
a wow,
We believe 'em too, Boy, and how!

—D. S.





Hubie Jr &
Bess Braunig

Ann Sutton



Betty, Mary Caroline
& Anne Walker



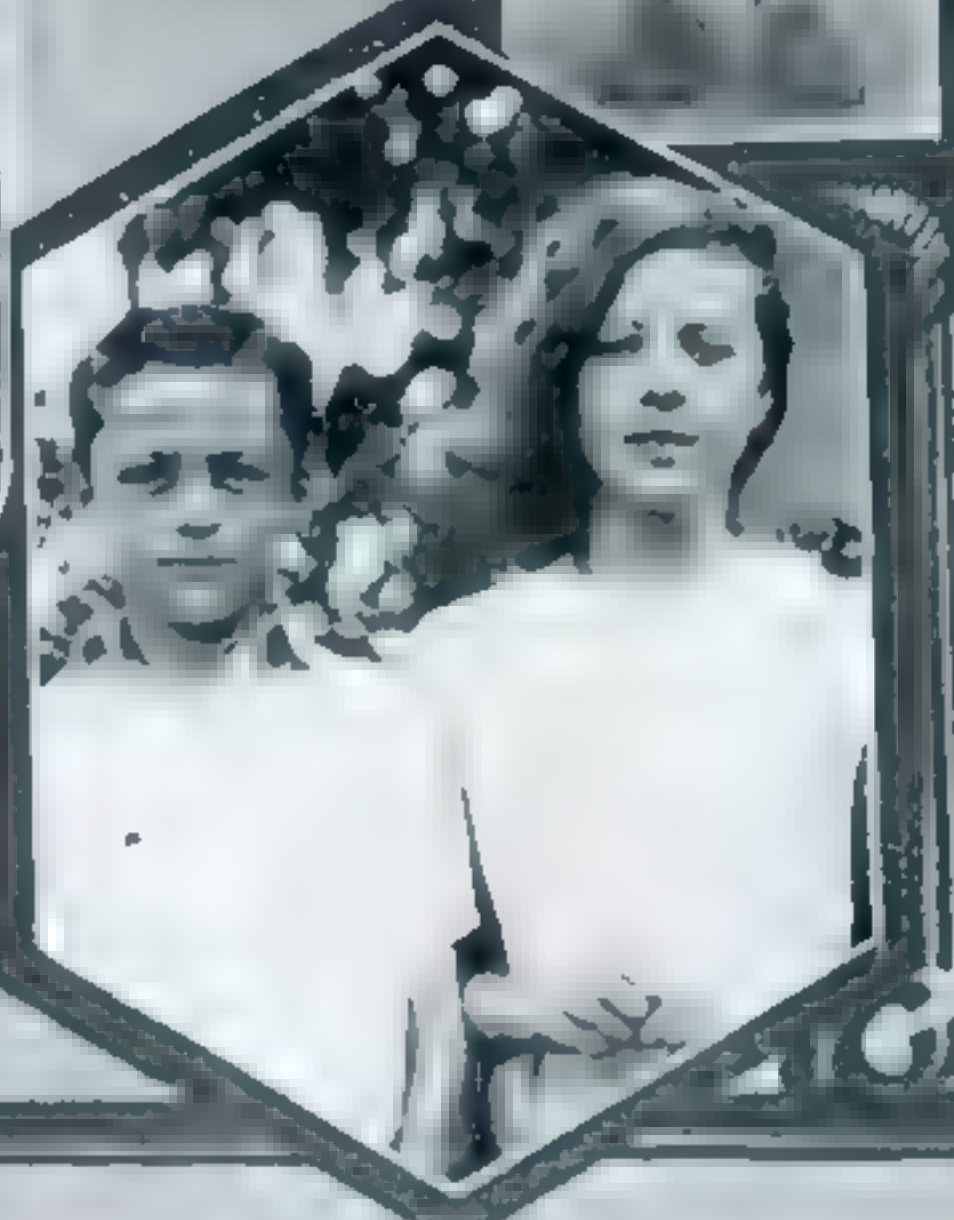
Pete Sutton



Betty Jean
McChesney



Jack
Orrick Jr.



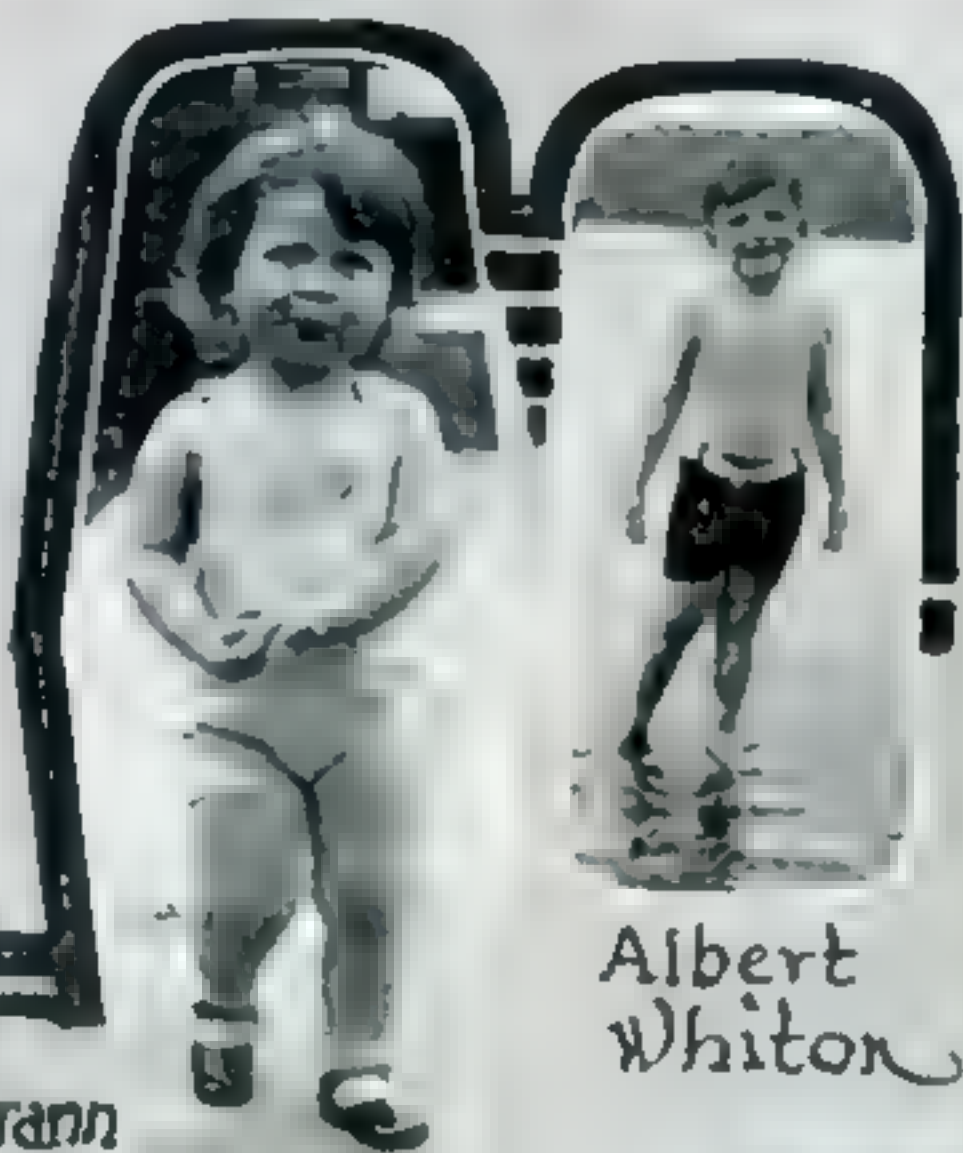
Alma & Bob
Williams



Joyce Dawn
Pintsch



Patricia Reidy



Patricia Brann
NAVASOTA, TEX.



Albert
Whiton



Mike Merriam
Jr.
NAVASOTA, TEX.



Marian, Marvin,
Elman, & Carolyne Himel



Clark Allen



John B. Long Jr.
LIBERTY, TEX.



Helen Lou
Watson



Mary Margaret
Catherine &
Dorothy McCann

THE STAFF

WOMEN'S ISSUE



Eliza Bryan
EDITOR



Mary Butler
ASS. EDITOR



F Frances Linner
P. T. RES.



Docia Deere
ART EDITOR



Fletabel Denton
P. T. RES.



plain talk

Getting Ahead

By R. C. Forman

"If you are an employee in the service of a large corporation and you are not rapidly realizing your ambition in getting promotion, you may be very humanly and grouchy attributing the delay to some cause outside yourself, such as: having no pull; nor fair chance on account of your boss or someone else; or you have poor conditions; or cannot get the breaks. You may be one of the optimistic temperament and are just blindly hoping that your chance is yet to come, and that all you have to do is to keep 'pegging away.'

"The first and biggest step in preparation for a larger job is always found in doing the job you have so thoroughly that no step of enlargement, which is surely in every job, will escape you. There is always something more for any man to learn in the humblest of jobs. * * * There are angles to it and possibilities in it no one has yet discovered. In that you have the chance to develop that much talked of thing—initiative. * *

"And the last step to gain promotion is full of contradictions. * * * Nobody deserves promotion that keeps the thought of it uppermost in his mind, however deep the keeping. If a man is not big enough, in his zeal to render a service, to lose the thought of his own advancement, he is not worthy of the highest places. * * * When a man as a member of a large corporation can so identify himself with the public's demand for service; lose (and in that find) himself to a oneness with the organization in its need of co-operation and harmony; and feel as his own the investor's

right to, and demand for a fair return on his money, that man is not far from deserving the highest promotion. If once a man with judgment, courage, and energy can catch in his heart and soul that ideal of 'Service above self' he will unconsciously obey all rules of success, and will one morning awake to find himself in demand, in more and larger places than he himself would ever dream could come his way."



We offer our deepest sympathy to Jack Turner who has recently lost his mother. Orange Office.

PLAIN TALKS

Vol. IX

No. 6

P. E. McChesney
Advisor

K. E. Sutton
Editor

Landon Neal, Associate Editor

Jack Gammage, Art Editor

Published monthly by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

THE STAFF THIS ISSUE

Eliza Bryan.....Editor-in-Chief
Mary Butler.....Associate Editor
Docia Moore.....Art Editor
Fletabel Denton.....Joke Editor
Frances Emmer.....Snap-Shots
Agnes Jamieson.....Cartoons

Mrs. Mamie Voyles
Port Arthur Chairman

Mrs. W. O. Wilbanks
Beaumont Chairman

Mrs. Jane Adams
State Chairman

Dorothy Stevenson, Alice McMaster, Mrs. Florence Wimberly, Mary Lilyerstrom, Elizabeth Fecal, Mrs. Ethel Douglas, Mrs. Sibyl Duke, Dorthy Seale, contributing editors.

HEALTH ? HOW'S YOUR



By D. R. W. F. THOMSON

HINTS TO HOUSEWIVES

I've traveled, Oh, I've traveled,
I've traveled all my life;
But the saddest man I ever saw
Was a man without a wife.

I've sailed upon the oceans,
As Chris. Columbus did;
But the dullest place I ever saw
Was a home without a kid.

No matter where we wander,
No matter where we roam;
Where there is no childish laughter
You can not call it home.

Don't kill the wife . . . let electricity
do the dirty work.

"Man's work is from sun to sun; wo-
man's work is never done".

Install a motor; save the mother.

"What's your occupation?" queries the
census enumerator. "Housewife", sighs
the lady at the door. "Occupation--none"
—jots down the C. E.

Can you feature that? Keeping a five
room house in order, cooking and serv-
ing three meals a day, washing dozens
of dishes and tending two or three babies
isn't an "occupation".

If that isn't an occupation some of
us so-called "he-men" should change
ours and hunt a real job. The fellow
who thinks his wife hasn't any occupa-
tion should try filling her place for
a week.

That the usually magnanimous Uncle
Sam should fail to qualify the post of
housewife as an occupation when, as a
matter of fact, it is the most important
occupation throughout the length and
breadth of his vast domain, is a mark
of unpardonable negligence.

Suppose, as an experiment, we abolish
the post of housewife. Let housewives of
one accord declare themselves without
an occupation. "To the cafes for suste-
nance, ye men of "occupation". Seek ye
the companionship of your club cronies.
Sew your own buttons and darn your own
socks. The laughter of children shall
never echo through the halls of your
home, for you will have no home!"

Oh, er . . . a . . . just a minute. That's
different. Let's arbitrate. Perhaps we
can fix up the old kitchen . . . a new
sink with mechanical dish-washer at-
tached, a new "G. E.", a new electric
range, perhaps . . . a new vacuum clean-
er, maybe . . . and one of those wonder-
ful washers that does all the dirty work
while you sit comfortably in the breeze
of your fan reading a magazine . . . you
know, like the pictures you see in the
advertisements. Some new tile in the old
bathroom, too, takes some of the drudge
out of drudgery.

It's about time we were realizing that
the health and happiness of the house-
wife and our children are dependent up-
on the elimination of soul killing drudg-
ery from housework . . . upon the sub-
stitution of wired motors for tired
mothers . . . upon the substitution of
kilowatt hours for kill-a-wife hours. If,
as some do contend, the woman's sphere
is in the home, let us help make home-
life healthful and pleasant by de-irking
the work.

What's a nation without the home?
What's a home without a mother? The
nation is founded on the home, and the
housewife IS the home.

We're strong for feminine independ-
ence, for the single standard, for the
enfranchisement of woman, and for her
emancipation—(particularly her emanci-
pation from the follies of Paris design-
ers); but we do insist that she share
with mere man her responsibility to the
nation.

ON THE MAP



Wilton Edwards
NAVASOTA



Tennie Devore --
Mrs. Crawford --- LIBERTY



Ruby Hildgens --
Bernice Warren
HUNTSVILLE



Clove Joe Scruggs
ALVIN

Virginia Luce
SOUR LAKE



Belle Carter -- Carrie Allen --
Elizabeth Dees --- ORANGE



Mabel Madley
CONROE



Louise Wright
CONROE

Right ---
Julia Stegall
FRANKLIN



Julia Peterson -- Annie Frances Spann
NAVASOTA



Left ---
Ruth Meekins
CLEVELAND



Laura Barnett --
Louise Eppstein
CLEVELAND



Mary Magee
GROVETON



Millie Mathek
SOMERVILLE



Selma Birmingham
HEMPSTEAD



Mamie Hull
HULL

(Continued from page 3)

ing turbo-generators have approximately half the capacity of those at Neches because of the fact that the steam, instead of exhausting into a condenser will pass into a steam main at 140 pounds pressure and will be utilized by the refinery.

The boilers will use six kinds of fuel, including natural gas from the Monroe fields, which will be about 50 per cent of the fuel, pulverized petroleum coke, acid sludge, paraffin sludge and wax tailings from the refinery, and fuel oil which will be held in reserve in case of a shortage in the other fuels.

Some of the steam generated will serve three purposes. After passing through the 15,000 kilowatt turbo-generator units, part of the steam will be used to drive auxiliaries, such as boiler feed pumps, fans, and fuel pumps, on its way to the refinery where it is delivered at 140 pounds pressure.

The water used in the boilers is taken from the Mississippi River at the rate of 2000 gallons per minute and is forced through a treating plant which covers as much ground as the plant itself. The chemical treating of the water is necessary to prevent scaling of the boilers and damaging of the blades in the turbines and the great quantity of water is treated scientifically and accurately. After settling in large tanks it is treated with lime and soda and other chemicals.

G. S. U. MEN

Nine men from the production units of Gulf States Utilities Company have been transferred to the new Baton Rouge plant. R. A. Landry, formerly with the company in Beaumont, is chief engineer; N. T. Graves, assistant maintenance engineer while at Neches Station, is chief maintenance engineer.

R. U. Reneer and L. M. Decker from Port Arthur, R. G. Webb from Orange, A. J. Matherne, L. Young and A. Laughlin from Neches Station and F. A. Wilhon from Travis Street station are other members of our gang who have gone to the new plant.



"Hear about the two taxicabs colliding and 30 Scotchmen being injured?"

"And then there was the Scotchman who kissed the neighbor's baby every time it finished eating an ice cream cone!"

Sells Stock



A new precedent was set for Gulf States Utilities Company this month when a new office was set up to market the securities of the various companies which comprise the far flung Stone and Webster organization.

Walter G. Chamberlain, for seven years a member of the Corporation department of the Boston Office, will be in charge of the security sales having arrived in Beaumont May 1, in time to participate in the sale of the \$6 Dividend Preferred Stock.

He is a graduate of Colby College in Maine and a native of Boston. If you would like to meet a good fellow, look him up. He's tall, red-headed and handsome as you can see. And girls, he's a long ways from home and unmarried.



"Were you ever in a railway disaster?"

"Once, I kissed the wrong girl going through a tunnel."

When Noah sailed the waters blue
He had his troubles, same as you.
For forty days he drove the Ark
Before he found a place to park.

Hot Shots from Hot Springs



By Jane Adams

Crowd at depot to see that those bound for Hot Springs Convention left town in good condition . . . Mrs. Walker and Mrs. Williams among those leaving . . . Much excitement and bidding of adieux as train pulls out . . . Getting settled down to games in earnest . . . Lake Charles crowd joining the special car at Kinder, Louisiana . . . Nine course dinner served on Missouri Pacific diner, menus stating special dinner for Central Power & Light Company . . . After hard night for those who wished to slumber, arriving at Hot Springs, and being doled out rooms on ninth floor . . . All right together so that they could keep an eye on each other . . . Pouring down rain, no golf for opening day . . . Jack Holtzclaw arriving from Virginia to take part in program, and being heartily welcomed by Beaumont bunch . . . Stone & Webster crowd gathering at Mr. Walker's luncheon in honor of Jack Holtzclaw. Louis Matthes attempting to blackmail Mrs. Wilbanks on eve of his early departure . . . Ben Williams masquerading as the Rajah, reading only blonde girls' palms . . . Mamie Voyles standing between J. Martin Insull and Matthew

Sloan, distinguished guests of Convention, for the Convention photograph . . . Plenty of food . . . Ben Williams, Lawrence Thorne and Jim Murray taking taxi ride across street in heavy rain-storm . . . More rain . . . "Water, water everywhere, and not a drop was drunk!" . . . Harry Sharpless producing picture of baby son to convince feminine admirers he was married man . . . Micky Walsh there from Baton Rouge . . . Lawrence Thorne attending meetings . . . Jimmie Linnehan taking mountain ride in fragile looking hack with driver in black silk hat . . . Mr. Holtzclaw, Mr. Walker and Jane Adams giving talks at General, Commercial and Women's meetings, respectively . . . Convention over, everyone regretfully checking out and running for train . . . During six-hour layover in Little Rock, crowd strolling three miles from downtown to depot, despite Mrs. Williams' vociferous protests . . . Much giggling and snickering going on in car, sounds as if some man parading in feminine night apparel . . . Ladies wouldn't allow Jim Murray to go to bed . . . Jack Orrick asking if everyone had good time at the Convention . . . Crossing the Neches River . . . Home . . .



Dutch Doings

In Nederland the month of April was marked by a huge increase in merchandise sales. When the bogey sheet was received at the beginning of the month we noted that it was the largest amount ever allotted to Nederland for a single month's sales. At first we viewed this increase with no little apprehension, and then we resolved to make this bogey or die trying. It was with this feeling of steadfast determination that the entire Nederland force went to work, and we were amply rewarded when fifteen days from the beginning of the month we reached the goal set for us. However we were not satisfied with just making the bogey, so we kept up the hard work and ran our total sales figure to \$3,038.31 which topped the bogey by \$695.31. Incidentally, this was the largest sales month ever recorded in the Nederland-Port Neches district.

Unusual credit goes to Geo. H. Johnson for having successfully sold seven Westinghouse ranges during the month of April.

Chick Settles Down

Dear Dad:

Never mind about that old roadster. I guess I couldn't use it much anyway. I joined one of the Personal Improvement Classes they have here. It meets one night each week, and there is always some other meeting on a different night. In this regular class they give each fellow a chance to get up and talk each time. Then the man who has charge makes comments, telling you where you can improve your talk to make it clearer or more impressive. I guess it's pretty valuable to be able to talk up clear and plain without any monkey business, because they have so many meetings and conventions and things like that nowadays. Most of the fellows talk about something that affects the Company so I am learning a lot about things I don't see every day.

When I asked you about the car, I sort of thought I might use it in getting acquainted with some of the girls around here. Now, with all this night work, and the baseball practice lasting until late, and, well, other things, I don't care so much if I don't meet too many of them. I guess they are OK but all they talk about is diamond rings and "Ted" and "Rudy" crooning love songs. I said something about it to one of the older fellows down here and he said that the spring always affected the girls that way. Anyway, I guess that I'd better let them alone for a year or so until I get my feet on the ground.

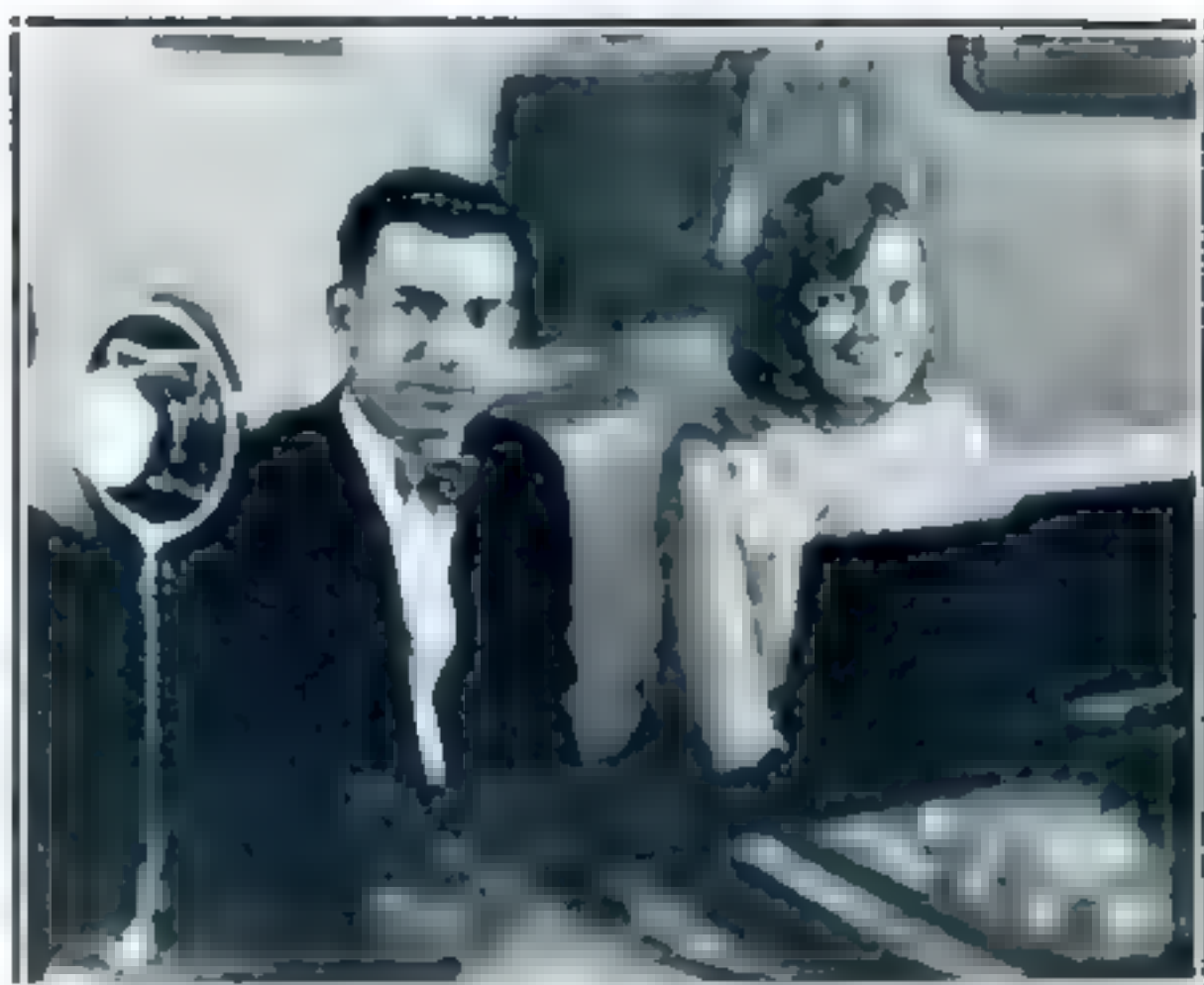
The other day I heard the big boss telling how he worked when he was a meter reader, and I guess if a fellow can get along by working, I'm going to get along. Another manager down this way started out by pulling ice in an ice plant. One started as an office boy, one worked with a line crew setting poles and stringing wire, and another as a street car man. So there's plenty for me to go after and I won't worry so much about the girls for a few years. They may call me a sap now, but I'll have time to tell 'em about it later. What do you think of that?

Love to you and Ma. and Sis.

Chick.

P. S. If you find anyone wants to buy that calf you gave me, take a good price and send me the money. Movies cost four bits in this town.

Ted and Nita



We have some talent in our company that we are very proud of. If you've tuned-in on KFDM on Mondays or Wednesday, you've heard the best program ever—Ted Krauel singing and Nita Hogan playing. Nita is of the Accounting Department and though Ted doesn't work for us he's in the family . . .

Nita's home is in Houston and though she goes home of the week-ends, we boast that she's ours. Nita lived in Austin, going to Texas University, until about three years ago when she moved to Houston and then Nita answered "The Call of the Mike" and moved to Beaumont. Though Ted and Nita have been broadcasting about a year they sound like Old-Timers.



Lament

Folks, if you think editing this month's issue was a snap, you should have seen the wealth of excellent material that was turned in. The girls have been working hard for two months to make it a success and there was just too much for one time. Why, it looks as if the next issue will be a Women's Issue, too!

And so, to the many contributors we take the opportunity to say a word of thanks. If you don't find your contribution in this month, look for it next time.—Ed.

Record Makers



Two reasons for Nederland's fine sales record this year are Theresa Kaper, and Mrs. Geo. H. Johnson who greet every customer with the same sort of a friendly smile which you see here.



Personals

Emmie and Billy Cockrill are spending their vacation in Jackson, Tennessee.

Lorraine Flinn has just returned from a week's stay in San Antonio, where she accompanied her husband to an Insurance Convention.

Wedding bells will ring again this month when Pearl Gholson becomes the bride of Ted Krauel.

Have you seen Sibyl Duke's "Home Beautiful". Take the Voth Road to Glenwood and turn to your right—you can't miss it.

Mrs. DeBouy is enjoying an extensive automobile trip through California.

Nell Brewer has just returned from her vacation, which she spent in Orange with her family, and in Houston with her husband.

Mary Haynes Reed and son, John, Jr., paid us a visit on May 12.



Small Boy: "Mister, mister, the bull has broken his chain and attacked your wife."

Mr. Henpeck: "Is he still alive?"

PURCHASING

(Continued from page 13)

extending the right hand of salesmanship. I am Mr. Fuller Brush from the—telephone rings! Hello, another man warming the bench. Tell him I'm pretty busy but will give him a few minutes—Alas, a call! Mr. Airdale wishes to know if we have any junk today. That's over. But again the phone rings, and a company informs us that we had some wiping rags dry cleaned two years ago and to date has received no order to cover. Finally a lull in the rush and Mr. Brush advises that he has a new product that is taking the country by storm. Inwardly we wish the storm had taken the new product, but he leaves promising to send catalogs and samples, etc.

By this time there are three employees from other departments waiting for a little P. D. Quick service which we start to give, but—ting-a-ling—Hello—No, we haven't forgotten there were three men waiting. And here's a call. It's Port Arthur telling us the ice picks ordered last winter and delivered this Spring were peeling and would we please "do something." Just then someone reports one of the steps is loose and someone may fall and break a record.

Wrong number—will you excuse it please—Long distance—Hello, Hello, Hell - lo - cut off again. Did my party drop dead. If its a company employee I'll give you an order number and you call an ambulance. Hello—prices on poles—prices on lumber—your transformers haven't arrived—sent the wrong color paint—cancel order given last week—find out train schedule for you—what discount do we get on auto horns from Toot & Honk on a cash purchase order.

But pause! It is now 9:30 A. M., and I have not had time to tell you who I am! I am the Purchasing Department Telephone.



DAMP DIET

"Just fancy! There's a fasting man who has been living for 45 days on water."

"That's nothing. My father lived for 20 years on water."

"Go on!"

"Yes, he was a sea captain."

Spreading Good Will



Mrs. Ethel Stone Ballinger

There are people and "people", if you understand what I mean, and then there are a few individuals who seem to measure up to everyone's requirements merely by being themselves. Ethel Stone Ballinger, better known as "Stoney", is one of these. It is easy to realize how cooking school and home service work becomes an integral part of a company organization such as ours when the service performed is of a helpful nature to the public at large. No work affords a greater opportunity for establishing a feeling of friendliness and goodwill on the part of the housewives toward their electric utility company. The quality of the service rendered depends in a great measure upon the tact and ability of the person in charge.

"Stoney" Ballinger has been with the Westinghouse Company for 4 years, and by far the greatest portion of that time has been spent in Gulf States Utilities Company territory cooperating with the Commercial Departments of the various divisions. The time spent in each division depends upon the number of prospective range or small appliance customers and upon the operation of ranges already installed in the homes of the community. She acts as salesman, repairman and adviser to hundreds of women; and through the medium of the cooking school manages to make her work of the confidential, personal sort which eliminates antagonism sometimes offered the regular salesman.—D. S.

Popular Quartette



The production and distribution departments are proud of their girls. And they ought to be!

At the left is Estelle Pipkin of the transmission department, Monte Marshall of the Production department, Mrs. W. O. Wilbanks, chairman of the Beaumont Women's Committee, and Estelle Taylor of the Meter department.

Mrs. Wilbanks has the distinction of having the longest service record of any woman employee in the company. She is Charlie Ingraham's "right hand man" in the Meter department.



Calvert

On April 15, W. S. Dixon moved to Calvert from Cleveland to take L. Goodwin's place as District Representative. We are very glad to have Mr. and Mrs. Dixon and Sam with us.

The monthly meeting of the Calvert District was held on the night of April 29. We had as our guest T. M. Keiller of the Beaumont Office, and he made us a very instructive talk.

Messrs. Crouch, Wilson, and Dixon attended the farewell banquet given Mr. and Mrs. C. A. Brann at Navasota on May 8, 1930. We are sorry Mr. Brann is leaving, but we are glad to welcome Mr. Merriam as our new Division Superintendent.

G. S. U. Co. wildcats



Front row, left to right: Elizabeth Erickson, accounting, Thelma South, billing, Doris Futch, railway, Clover South, billing, and Monte Marshall, production.

Back row: Evelyn Wallace, accounting, Mrs. W. A. Sherman, Estelle Pipkin, meter, Dorothy Seale, commercial, Agnes Armistead, accounting, Vestal Morrogh, stenographic and Bubbah Stahl of the distribution department, coach.

When the Girl's Basket Ball Team was organized in January, fourteen girls, with little knowledge of the game but eager to learn, reported for the first practice. Under the coaching of Bubbah Stahl and due to his untiring efforts and the entire co-operation of the whole team, we managed to win three of the five games played.

Our first two games were with Nederland and Sour Lake, and with these two games safely won, we challenged the City Champions, St. Anthony. Needless to relate, they won by a "long-handled score," and we learned about basket ball from them—"practice makes perfect." We seemed to have an "off-nite" when we played the Telephone Girls, but they only beat us a few points.

Our next and last game was looked forward to with much interest and enthusiasm. We played the "Bosses" of the Company at the Y. M. C. A. Everybody seemed to think that the men would go out in the first quarter on

personal fouls and that the Girls would go out on "Stretchers," but we struggled thru the game and won by one field goal.



He had run out of gas on the outskirts of a New Hampshire town; saw a young boy coming along the road carrying a big tin can.

"Say, boy," he yelled, "I hope that's gasoline you have in that can."

"Well, I hope it ain't," returned the boy with some heat. "It would taste terrible on Ma's pancakes."



Friend: Why is it that your son rides in a car and you always go on the street car?

Father: Well, he has a rich father and I haven't."

Something Different



Clarence Barron

A District Representative was requested to suggest "something different and attractive" for a centerpiece at a recent Beaumont announcement party. The request was passed on to the Illuminating Department where the above idea was suggested and the expert crepe-paper designers at Szafirs & Company produced the final result.

It is unusual in that small electric lamps are used to add light and color to its design. The base is surrounded by twelve white roses in each of which is a green colored bulb. The happy bride and groom stand in front of a large engagement ring. A single white bulb makes an enchanting diamond, the genuineness of which is proven by a flashing effect.

The use of miniature lights for table decorations adds greatly to the attractiveness and will never fail to cause exclamations and favorable comment from the guests. Both light and color are stimulating and can be used advantageously at birthday, bridge, Valentine or practically any type of party or house gathering.



Mrs. McPherson (just at meal time)—
"Sandy, we have guests at the door."

Sandy—"Grab a toothpick, quick!"

Spring

"I wonder if Spring makes everyone feel
Exactly as I feel today,
With tiny birds singing
their warb'ly throats bringing,
The joys of a newborn May!

I wonder if somewhere the sun does
not shine
If somewhere, a cloud hovers near,
Where birds are not singing,
And Maybells aren't ringing,
And forgot, is the thing called "cheer".

For that is the place we must change
over night,
From darkness, with our great abilities
Because all is elation
Where there is illumination
From good old GULF STATES
UTILITIES."

O. Mauldin.



PAW PERKINS SEZ (Continued from page 10)

ment, the cats hev caught the Aviation Fever too and are swarmin' all over the line poles.

Hev some tobaccy? You look like an ambitious young feller. Reckon you might be interested in savin' a little money and makin' a little money 'n I'm a'goin' to tell Hallie Earthman to look you up and tell you all about our stock—\$6.00 Preferred—thet we're sellin' a little of est nowj. It's a good proposition, young feller, and I'd like to see you git in on it. Thet thar Earthman person is sure one humdinger of a salesman. You're a'goin' to feel like you own the whole company when you git your share of stock from him. And say, when you see him, git him to show you his novelty ice he's puttin' out now,—ice cubes all colored up fancy-like to please the wimminfolks. The company sure is gittin' classy and Hallie ain't the only one either. You oughta step down to the Salesmen's Room in the Main office. The boys hev chipped in and bought shoe polish, shoe brushes and a clothes brush. They wuz purty nice fellers before—but a little sprucin' up don't hurt 'em any.

Say, you don't hev to go yet, do you? May and I been kinda aimin' to ask you to supper. Wal, thet's too bad! Drop in agin, stranger. We're allus glad to hev you.

SCANDAL

(Continued from page 6)

vail--and Mrs. Terrell accompanied him, thus saving the day by her gracious presence.

Did you know that at a recent roundup for members of the Business and Professional Women's Club, Docia Moore was asked to join and her sad reply was: "Why, I just couldn't, because its meetings fall on Tuesday night, and that's the only night in the week I have free to get shampooed and manicured." (Oh--what a baleful influence has her Swedish roommate, who is a notorious gad-about).

And speaking of Mary Lil, did you know that on her last spree to Waco, which, for dignity's sake must be termed a Business & Professional Women's Convention, she came home and to bed for about a week, meanwhile loudly protesting any form of dissipation; in fact, doggedly averring that she got more sleep that she does while at home. (All who believe that stand on their heads.) But, in delirious and unguarded moment, she let something drop about going to bed at one o'clock, which was not lost upon the alert ears of her long-suffering roommate, who promptly offered it for publication. Well--one can't help but wonder, can one?

Yours--for more and racier scandal,
Gunga Din.

GENEROUS OFFER

It is reported that a prominent Scotchman, not to have his race outdone by William Wrigley, Jr., has offered a purse of \$100,000 to the first person who swims the Atlantic ocean.

"All right, back there," bawled the conductor.

"Hol' on, hol' on," shrilled a feminine voice, "jes wait till ah gets mah clothes on."

And then, as the entire carfull craned their necks expectantly, she entered with a basket of laundry.

Abie: Papa, vat is science?

Abie's Papa: My how could you be so dumb? Science is dose things vat says "No Smoking."

Marie and Eloise



"Switchboard!"

How many times a day are these words spoken sweetly through the PBX board? If anyone thinks that job is a snap, Eloise Guidry could tell some things--and so could Marie Cato. But they make it look easy.

A Mississippi youth of musical turn confided to a man from the East that his musical talent had been the means of saving his life in the recent flood.

"How was that?" asked the listener, much interested.

"Well, there was a big flood in my home town, and when the water struck our house my father got on a bed and floated down stream."

"And you?"

"I accompanied him on the piano."

A Pullman porter was thrown from his car when the train was derailed, and flew ten feet through the air before he hit head first against a concrete post. He lay in a daze rubbing his head when the conductor came running up.

"Great Scott, man," cried the conductor, "ain't you killed?"

"No," said the porter getting to his feet, "that concrete post musta broke ma fall."



CAUSED RUN ON BANK

Mary had a little pair
Of stockings silky fine,
She used to put her money there,
A very thrifty sign.
One day a stitch the stocking dropped—
A very naughty prank,
That caused, before it could be stopped,
A run on Mary's bank.

"Is your boss absent minded?"

"Absent minded? Why, man, he'll go
to the post office to mail a letter he
hasn't even written."

A traveler stopped to change tires in
a desolate region in the far West.

"I suppose," he remarked to a native
onlooker, "that even in these parts of
the country the bare necessities of life
have risen tremendously in price."

"You're right, stranger," replied the
native, gloomily, "and it ain't worth
drinking when you get it."



Office Boy—"The boss is beginning to
take an interest in me."

Head Clerk—"Gosh! Is he?"

Office Boy—"Yes, he asked me yester-
day if I worked here."

A Scot was playing a round of golf
with his daughter.

"Maggie," he said, "is today your
birthday? Well, then, I'll gie ye this
hole."

ILLUMINATION NEEDED

Two little urchins stood with their
noses pressed against a barber shop
window watching the white coated at-
tendants perform their mysterious rites.

"Gee, Mickey, look at that one," said
one, pointing to a barber wielding a
singeing taper: "He's looking for 'em
with a light."



ON SATURDAY AFTERNOON OFF—
MUST TEA TABLE TALK—

Oh, tell me, please for goodness sakes:
Must night fall because day breaks?
Must fleas fly because flies flee?
Must ships have eyes when they go
to sea?

Must pens be pushed and pencils lead?
Must there be spring in the ocean bed?
But most of all, I want an answer,
Is a busy-body a hula dancer?

Young Man (leaving for blind date):
"What did you say her name is?"

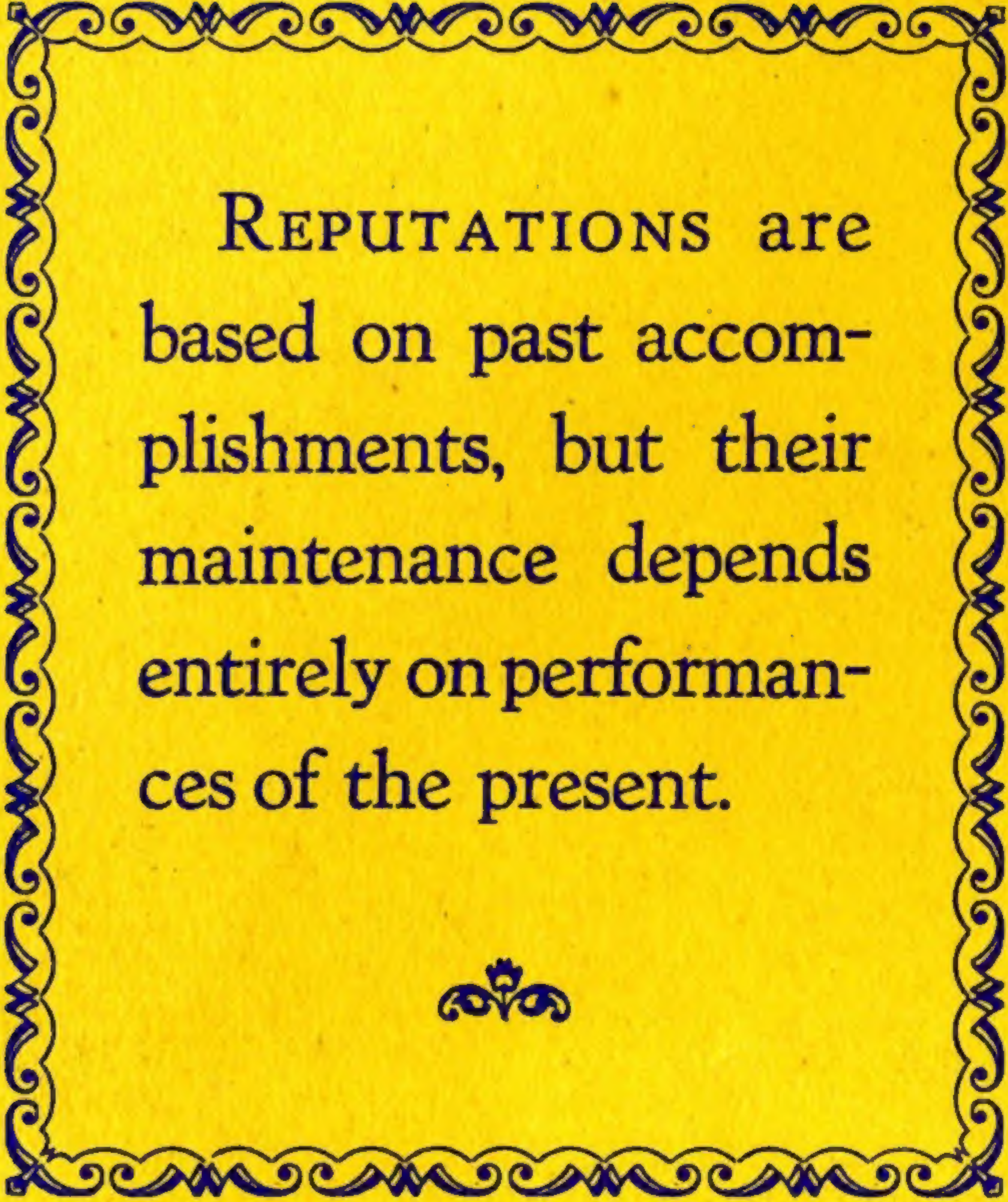
Friend: "Hummock. Always remember,
it rhymes with stomach."

Young Man (returning two hours la-
ter): "I couldn't find Miss Kelly."

EASY

Steno.: "Isn't that man wonderful?
Why, he can actually make one hot or
cold, happy or sad, at his slightest will."

Lad: "That's nothing. Our janitor can
do that."

A rectangular decorative border with intricate scrollwork and floral patterns, enclosing the text and a central ornament.

REPUTATIONS are
based on past accom-
plishments, but their
maintenance depends
entirely on performan-
ces of the present.

